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AUTHOR Schroeder, Anthony B.
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ABSTRACT

The purpose of this research was to determine how interactive style influences effectiveness and interpersonal attraction in groups. After college student volunteers completed the Communicator Style Measure (CSM), 72 subjects were selected from three style profiles and assigned to triads that contained high, mid, and low communication style representatives. The subjects were asked to complete the American Values discussion stimulus instruments before interacting in their triads for 30 minutes to reach a mutual decision on which values best represented the United States. After the discussion, the subjects were asked to complete a series of paired comparisons, describing their perceptions of the other members of the triad. The results showed that the individuals with high profile styles were more effective and interpersonally attractive. The CSM dimensions that related to effectiveness were dominant, contentious, impression leaving, and communicator image. The CSM dimensions which related to interpersonal attractiveness were dominant, open, impression leaving, and communicator image. The results confirmed that an individual's communicator style was influenced by environment rather than by gender. (Author/RL)

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EFFECTIVENESS AND ATTRACTIVENESS AS A FUNCTION OF COMMUNICATOR STYLE IN TRIADS.

Anthony B. Schroeder
Associate Professor of Communicative Behavior
Department of Communicative Arts and Sciences
Eastern New Mexico University
Portales, New Mexico 88130

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EFFECTIVENESS AND ATTRACTIVENESS AS A FUNCTION OF COMMUNICATOR STYLE IN TRIADS

The interaction between group members has always interested the observer of the group process. The phrase group dynamics probably best labels the phenonomological nature of interaction and suggests a dynamic relationship between communicative behaviors. An individual's communicative behavior reflects the unique adjustments which reflect the values, attitudes, and general reactions to the culture in general and to specific experiences in particular. Allport (1937, p. 48) refers to this expressive dimension of personality as the "dynamic organization within the individual to those psychophysical systems that determine his unique adjustments to his environment." Eisenson, Auer and Irwin (1963, p. 333) clarify this point further by noting that this expressive dimension is "an expression of reaction to key person and to established and expected patterns of behavior."

When an individual appears before others, his actions influence the definition of the situation. A person who is attracted to others is interested in proving himself or herself attractive to others, for their ability to associate with them and reap the benefits expected from the association is contingent on their finding him/her an attractive associate and thus wanting to continue the present interaction or association. Their attraction to him, just as his to them, depends on the anticipation that the association will be rewarding. To arouse this anticipation, a person tries to impress others. Attempts to appear impressive are persuasive in

the early stages of acquaintance and group formation. Impressive qualities make a person attractive and promise that associating with him will be rewarding (Blau, 1964, p. 38).

These expressive dimensions, i.e., "style" are conceived of as general orientations toward the reality of self and the environment. Style reflects individual variation of preferred general modes of organizing a stimulus and interacting with it. Carson (1969, p. 142) notes that "persons generally vary their behavior in accord with the interactional conditions obtaining . . . favored interpersonal 'styles' distinctive for them by virtue of the frequency and generality . . . . 'Style'. . . may be thought of as a discernible tendency to enact sets falling preponderantly within a particular range of interpersonal behavior."

Kendon (1967) notes in his research that individuals rely on "old and well established speech habits" supporting Thibaut and Kelly's (1959) concept of established behavioral sequences and repertoires. Ervin-Tripp (1964) maintain that every individual functions out of his or her established behavioral sequences and repertoires as a personal constant in a variety of interactive situtation. Giffin and Patton (1974, pp. 66-67) explain this method of communicative response as a matter of latitude in the communicator's style.

> Some people appear to have a narrow or rigid orientation to all or nearly all others in about the same way. On the other hand, many persons have a wider repertoire of responses, and can appropriately react in different ways to differing interpersonal behaviors of others.

In this research, the term "Communicator Style" is used generally in reference to the method or manner by which an individual interacts with others. This concept encompasses paralinguistics, extralinguistics, behavior sequences and repertoires, and communication cues that distinguish

the way in which a message is presented from the content (Norton, 1978; Schroeder, 1979).

When an individual engages in an interaction with others, they commonly seek information about him or recall information about him already possessed. They will be interested in his general socio-economic status, his conception of self, his attitude toward them, his competence, his trustworthiness, etc. Although some of this information seems to be sought almost as an end in itself, there are usually quite practical reasons for acquiring it. Information about the individual helps to define the situation, enabling others to know in advance what will be expected of them and what they may expect of others.

Blau (1964, p. 43) reasons that "[M]embers of a newly forming group, none whose social position is more insecure than that of the rest, . . . often resort to more aggressive tactics to establish themselves as valuable associates." Thus Blau (1964, p. 22) conjectures that, within the first few minutes of a newly formed triad, considerable attention is given by the involved parties to determining the position each will take toward the others with respect to dominance and affection. This exchange process gives rise to differentiation in power. Eisenson, Auer and Irwin (1963, p. 341) note that we "assess persons by their speech behavior; we seek the company of some and avoid the company of others." Chapple (1939, 1970) maintains that this interactive behavior can be best explained as a factor of interpersonal compatibility. Each individual has established a particular set of expressive behaviors, i.e., communicator style, which is employed when interacting with others to achieve a particular goal (Birdwhistell, 1970; Brown and Van Riper, 1966; Cooley, 1902). Thus, the use of this accumulated set of interpersonal expressive behaviors can be

strategically employed to enhance effectiveness or interpersonal attractiveness.

An abundant but fragmented body of research suggests recurring relation ships among paralinguistics and extralinguistic variables. Two of the most frequent consequents of this research deal with effectiveness and interpersonal attractiveness. The preponderance of research has reported that aggressive, talkative, dominant, or simply the more active participant is more effective in interpersonal encounters. Research conducted by Norton, Schroeder, Webb (1977) document a relationship between high scorers on the CSM and effectiveness in a triad. This study is the only study in the literature researching effectiveness and interpersonal attractiveness as a function of communicator style, however many components of the CSM have been analyzed. Likewise the preponderance of research indicates that the receptive, encouraging, and friendly participant is more attractive in interpersonal encounters. The development of the Communicator Style Measure allows this research to develop.

Hypotheses

This research project is designed to investigate effectiveness and interpersonal attractiveness as a function of communicator style in triads. Based on the research findings of the pilot study and the theoretical and empirical research, the following research hypotheses are advanced.

1. Effectiveness in a triad is a function of a high profile communicator style.
2. Attractiveness is a function of a high profile communicator style.
3. There are no significant stylistic differences between males' and females' communicator style in relation to effectiveness and attractiveness.

Method

Subjects

Three hundred and fifty-six undergraduates enrolled in introductory speech communication courses at the University of Michigan voluntarily completed the Communicator Style Measure. A histogram of the scores, revealed a normal distribution. Thirty-six males and thirty-six females were selected to participate on the basis of their CSM score. The dominant dimension was selected to stratify the sample because it is the central and most potent dimension of the CSM, and secondly, because the functional relationships of the other dimensions had not been explored at the time of this research project. The mean of the dominant dimension was 2.47 with a standard deviation of .50. Persons scoring within one-half standard deviation of the mean are classified as middle. The scores for those classified as middle, range from 2.22 to 2.72. Both the high and low strata are separated from the middle strata by one-half of the standard deviation thereby avoiding overlapping classifications. Those classified as low, possess scores from 2.97 to 3.47; and those classified as high, possess scores from 1.47 to 1.97. The extremes from both ends were not selected in order to reduce the possibility of those extremes inordinately influencing the data.

Twelve males and twelve females were selected randomly from each strata and assigned to one of the twenty-four triads. Each triad reflected all three styles, as is illustrated.

6M(H-CSM)	3F(H-CSM)	3M(H-CSM)	6F(H-CSM)
	3M(H-CSM)	3F(H-CSM)	
6M(M-CSM)	6M(M-CSM)	6F(M-CSM)	6F(M-CSM)
6M(L-CSM)	3F(L-CSM)	3M(L-CSM)	6F(L-CSM)
	3M(L-CSM)	3F(L-CSM)	

Measures

The measure consists of twenty paired comparisons. Ten of the adjectives are the ten major dimensions of the CSM. Nine are selected from research done originally by Anderson (1968) and used by Lott, Lott, Reed and Crow (1970) in "descriptions of differently liked persons" because these adjectives describe the characteristics of attractive (personalities) individuals. The twentieth question is a paired comparison as to whom had contributed most to the group product.

Interpersonal Attractiveness Measure. The attractiveness measure is a rank order requesting each subject to indicate a preference as to whom they would like to "know better." The individual ranked first most often, was designated as most attractive.

Effectiveness Measure. The effectiveness measure is an unobtrusive measure. Each subject completed, prior to the discussion, the "American Values" discussion stimulus instrument. The individual's object selection representing values, was checked against the product of the group. If the subject was the only one to list the object which appeared in the group product, then the subject was given credit. If the subject got one object accepted out of five, the effectiveness ratio was 20 percent. If two subjects listed the same item, then neither were credited. Raters listened to the tape recordings of the discussion to verify the effectiveness ratio. Intercoder rater reliability achieved 76%.

Procedure

The interaction occurred five to seven weeks after the CSM (pretest) had been administered. The subjects were stratified by the CSM, becoming the independent variable used for triad assignment. Before the discussion began, each participant was asked to individually determine five objects

that best represent or symbolize present day American values. The "American Values" served as the discussion stimulus instrument. Each subject was allowed fifteen minutes to read the instructions, note their response and to estimate the probability of each object being accepted as part of the group product. After completing the first task, the subjects interacted in triads for thirty minutes to produce a group product by mutually completing the same American values discussion stimulus task. After the discussion, the subjects evaluated themselves and the other two participants using the paired comparisons and the single rank order measure.

Results

Individuals who are perceived as highly effective and/or interpersonally attractive in problem solving triads probably have a "high profile" communicator style. This research is an attempt to determine whether effectiveness and interpersonal attractiveness are function of observable style behavior in a problem solving situation in triads.

High Profile Communicator Style

The "high profile" style is defined in two ways in this research. First, the dominant sub-construct of the CSM is used to classify (stratify) each member of the triad. Second, the communicator style covariates of the dominant sub-construct are used to characterize the high profile style.

Dominant Scores For Stratification in Triads

It is reasonable to use dominant scores to stratify members of the triad for two reasons. First, the dominant component has been an important domain in communicative research (Strodtbeck and Mann, 1956; Riecken, 1958; Mann, 1959, McGrath, 1964; Bales, 1956, 1970; Watson,, 1965; Jackson, 1966; Hayes and Meltzer, 1972; etc.). Second, Research by Norton, Schroeder and

Webb (1977), indicated that the best predictor of effectiveness is the dominant dimension of the CSM.

Covariates of the Dominant Components Characterizing the High Profile Style

The subjects were identified by their respective CSM dominant scores and stratified for random selection and group assignment. Figure 1 illustrates the profile analysis of the covariates of the dominant

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Figure One About Here

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components characterizing the profiles of the three communicator styles for the 72 subjects. The statistical analysis of the three styles indicates that significant differences exist between styles supporting the notion that the individuals occupying each strata possess unique stylistic characteristics which are common to the other individuals in that strata.

To reduce chance significant findings, due to the many style variables, the following decision rule was imposed: Only variables differing significantly within the stratification at an alpha level of .001 or better were considered in the evaluation of the hypotheses concerning effectiveness and attractiveness. All other dimensions were left out.

The results indicate that nine of the twelve dimensions are significantly different. The nine dimensions identified as significantly different are communicator image, dominant, open, dramatic, friendly, contentious, impression leaving, voice, and precise; of these nine only seven meet the decision rule. The subsequent analysis between the high and low profiles showed a significant difference between styles for each of the significant dimensions. These scores further support the conclusion that individuals with high and low profiles do have distinctly different styles of communication. Six additional style variables, along with dominant,

differed with the stratification. Table one presents the means for the seven CSM dimensions. Individuals with a "high profile" will tend to be more dominant, open, contentious, dramatic, impression leaving, have a better communicator image, and a more identifiable voice.

Table One About Here

Dominant. The high profile individual is more talkative in most social situations, even to the point of dominating the conversation or the direction of the conversation. This individual comes on strong and generally takes charge of the situation. The dominant style tends to suggest extroversion, gregariousness, and a sociable personality.

Open. It seems reasonable to expect that the open style component would characterize the high profile because this individual will be more revealing about his/her experiences, emotions and feelings. Open individuals reveal information about themselves which provides material to dominate certain social situations.

Contentious. The contentious style component logically relates to the high profile because the argumentative indiviudal tends to insist on the spotlight or the center of attention. He or she dominates by quickly challenging others and continuing an argument until it is resolved.

Dramatic. The dramatic dimension characterizes the high profile because it relates to dominant. The dramatic individual dominates by jokes, stories, and anecdotes, physically and vocally acting out the point they want to communicate, and often verbally exaggerating to stress a point.

Impression Leaving. Impression leaving also characterizes a high

profile because it relates to dominant. Impression leaving individuals dominate by the influential manner in which they linguistically encode ideas and arguments, participate in the discussion and the manner in which they handle arguments. The style of expression in general and in the handling of a conflict tends to make others remember the individual.

Communicator Image. Communicator image also characterizes the high profile because the dominant communicator has a better communicator image finding it easier to communicate with strangers. The individual with a good communicator image is a confident communicator, willing to express ideas in a group setting and able to maintain a conversation with a member of the opposite sex that they just met.

Voice. Voice is also characteristic of the high profile because it relates to dominant. This individual has a loud, identifiable voice, an assertive voice which allows them to easily break into and dominate a conversation. The voice dimension was not included in the 1973 version of the CSM.[1]

The Hypotheses

This research recognizes that in most groups two communicative processes are happening: task orientation and social facilitation. In this study, a measure of task orientation is taken in terms of effectiveness and a measure of social facilitation is taken in terms in interpersonal attractiveness.

If effectiveness and attractiveness are functions of an individual's communicator style, then statistically significant differences between the high profile and the low profile styles should be observed. The minimum

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[1]The CSM dimension voice was not included in the post test because it had not been identified in previous research as a major dimension.

magnitude of effect required is a .05 probability level for rejecting the statistical hypothesis. Analysis of variance is used to determine if effectiveness and attractiveness are functions of the communicator style which are stratified on dominant.

Effectiveness in a Triad as a Function of a High Profile Communicator Style

Traditionally it has been assumed that an individual with a high profile style would be more effective than an individual with a low profile style. The individual with a high profile is more outgoing, verbally aggressive, and has a good communicator image. The individual comes on strong with strangers which results in leaving a positive impression.

The pilot study supported the hypothesis. The effective individual was perceived to be more dominant, contentious, and impression leaving stylistically. It is therefore anticipated that the effective individual will be perceived to possess a high profile communicator style as illustrated by such dimensions as dominant, impression leaving, contentious, and as having a good communicator image.

Attractiveness in a Triad as a Function of a High Profile Communicator Style

This hypothesis concerning attractiveness in terms of observable communicator style behaviors is important because traditionally it has been assumed that an individual with a high profile style would be more interpersonally attractive. The outgoing and talkative individual is thought to be more attractive because they interact more with others. The dramatic individual is attractive because they ease tensions and are light and hap[illegible] The open individual is more attractive since they are easy to communicate with because of the expanded number of topics which can be discussed. The majority of research indicates that the individuals willing to disclose their attitudes and emotions are more attractive.

No Stylistic Differences Exist Between Sexes

The hypothesis: There are no significant stylistic differences between males' and females' communicator style in relation to effectiveness and attractiveness. It is important to determine if style has a sexual basis because of the general impression that "women talk more." It is anticipated that sex differences will not be significant principally because style is unique to an individuals personal adjustments to the environment, not sexual gender.

Stratification for Analysis

To analyze effectiveness and interpersonal attractiveness as a function of an individual's communicator style, there variables would need to be used as independent variables. This is achieved by stratifying both effectiveness and interpersonal attractiveness into three levels each.

Stratification of Effectiveness

The low level of effectiveness is from no objects accepted by the group to 39 per cent, and the high from 60 to 99 percent. The number of objects accepted by the group was used because of its unobtrusive nature. Three levels of effectiveness are used rather than five for larger cells on the high and low levels. Five individuals had no objects accepted and no one had 100 per cent acceptance.

Stratification of Attractiveness

The low level of interpersonal attractiveness represents the individual classified as someone with whom the subjects would prefer not to engage in future interactions; this subject has a score of four, the middle level has a score of three and the high level a score of two. A rank order preference was used to assure discrimination.

Analysis of Results

There is adequate support for accepting the research hypotheses that

effectiveness and attractiveness are functions of a high profile style. According to the imposed decision rule, only the following CSM dimensions will be used in the evaluation of the research hypothesis. Those dimensions are dominant, open, contentious, dramatic, impression leaving, and communicator image.

Results For Effectiveness

The results of the analysis of variance across all twenty-four triads indicate that effectiveness is a function of an individual's communicative style. Four of the eight CSM dimensions specified for hypothesis evaluation indicate significant differences between the three levels of effectiveness. The highly effective individual is perceived to be contentious, dominant, impression leaving, and as having a better communicator image.

Contentious. The analysis of variance documents (F [2,69] = 5.31, $p < .01$) that the effective individual is perceived as contentious. The pairwise multiple comparison indicates that there is a significant difference between the levels of effectiveness. The highly effective individual is perceived to be significantly more contentious (F [1,50] = 10.56, $p < .001$) than the individuals in the low strata for effectiveness. The comparison also indicated that the highly effective individual is significantly more contentious (F [1,36] = 4.90, $p < .05$) than individuals in the middle effectiveness level.

The individual that has a high profile communicator style is contentious. The contentious individual is argumentative, quick to challenge others, and rather reluctant to drop an unresolved argument. The table of means (Table 2) indicates that the mean contentiousness score for the highly

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Table Two About Here

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effective is twice that of the low level of effectiveness. A graph of the contentious dimension in relation to effectiveness is presented in Figure 2. The line suggests a linear relationship. The more contentious an

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Figure Two About Here

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individual is in a problem solving or task oriented triad, the more effective the individual will be in influencing the group product.

Dominant. The analysis of variance documents (F [2,69] = 7.92, $p < .001$) that the effective individual is perceived as dominant. This significant F ratio serves as a validity check since the subjects are stratified on the dominant dimension. The pairwise multiple comparison indicates that there is a significant difference between the levels of effectiveness. The highly effective individual is perceived to be significantly more dominant (F [1,36] = 8.53, $p < .001$) than individuals in the middle effectiveness level.

Again, as expected, the individual that has a high profile communicator style is dominant. The dominant individual is more talkative, often dominating the discussion or the focus of the discussion. The dominant individual comes on strong or assertive, generally taking charge of the situation. The table of means (Table 2) indicates that the mean dominant score for the highly effective is more than double that for the low level of effectiveness. A graph of the means for the dominant dimension in relation to effectiveness is presented in Figure 2. The line illustrates a slight curve, however, it suggests a linear relationship between effectiveness and the dominant dimension of the CSM. The more talkative and assertive an individual is in a task oriented triad, the more effective the individual will be in influencing the group product.

Impression Leaving. The analysis of variance documents (F [2,69] = 3.49, $p < .05$) that the effective individual is perceived as impression leaving. The pairwise multiple comparison indicates that there is a significant difference between the levels of effectiveness. The highly effective individual is perceived to be significantly more impression leaving (F [1,50] = 6.25, $p < .01$) than the individuals in the low strata for effectiveness. The individual that has a high profile communicator style is highly impression leaving as anticipated. The impression leaving individual is remembered because of how this individual linguistically encodes his/her ideas and the manner in which ideas and arguments are expressed or handled. The table of means (Table 1) indicates that the mean impression leaving score for the highly effective is almost double that for the low level of effectiveness. A graph of the impression leaving dimension in relation to effectiveness is presented in Figure 2. The line suggests a linear relationship. The impression leaving dimension could be considered an individual's "cool." The more impression leaving an individual is in a problem solving traid, the more effective the individual will be in influencing the group product.

Communicator Image. The analysis of variance documents (F [2,69] = 3.15, $p < .05$) that the effective individual is perceived as having a good communicator image. The pairwise multiple comparison indicates that there is a significant difference between the levels of effectiveness. The highly effective individual is perceived as having a significantly better communicator image (F [1,50] = 5.52, $p < .05$) than the individuals in the low strata for effectiveness.

The individual that has a high profile communicator style possesses a good communicator image. The individuals with a good communicator image, find it easy communicating with strangers or members of the opposite sex.

They are confident in their communicative abilities, enabling them to express ideas in a group, and to start and maintain a discussion. The table of means (Table 2) indicates that the mean communicator image score for the highly effective is two points above that for the low level of effectiveness. The graph of communicator image in relation to effectiveness is presented in Figure 2. The line suggests a linear relationship, the better the communicator image, the more effective the individual will be in task oriented triads.

Dramatic and Open. These two dimensions which are indicative of the high profile communicator style did not report a significant systematic variance. Considering the task nature of the group, the dramatic characteristics of telling jokes and stories were not appropriate. If the group met for longer than thirty minutes, it is possible that the dramatic dimension would have been viable for individuals verbally exaggerating to stress a point or telling a joke or story.

The characteristics of the open dimension may have been suppressed because of the task orientation. It may be inappropriate to reveal information about themselves, their feelings, or past experiences in a task environment lasting only thirty minutes with strangers.

Thus, in summarizing the results, effectiveness is a function of an individual's communicator style. This functional relationship is multidimensional and appears to be linear. The effective individual is perceived to have a high profile style, exhibiting the style dimensions of contentious, dominant, impression leaving, and communicator image.

The second major concern is with interpersonal attraction as a function of communicator style. The subjects were asked to rank order the individuals (which individual would you prefer to know better) they pre-

ferred interacting with in their triad. The individual ranked first most often, was considered interpersonally attractive.

The results indicate that four of the component dimensions of the high profile communicator style are significant, confirming the hypothesis that interpersonal attractiveness is a function of an individual's communicator style. The significant dimensions are communicator image, dominant, open, and impression leaving.

Communicator Image. The analysis of variance documents (F [2,69] = 3.39 $p < .05$) that the attractive individual is perceived as possessing a good communicator image. The pairwise multiple comparison indicates that a significant difference exists between the levels of attractiveness. The highly attractive individual is perceived as having a significantly better communicator image (F [1,41] = 6.26, $p < .01$) than the individuals in the low strata for attractiveness.

The individual with a high profile communicator style has a good communicator image. Individuals with a good communicator image are easy to communicate with because they find it easy to communicate with strangers or members of the opposite sex. They are confident of their ability to communicate, enabling them to express ideas in a group, and to start and maintain conversations. A communicator with confidence is more attractive. The table of means, presented in Table 3, indicates that the mean communicator image score for the highly attractive is almost twice that of the low

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Table Three About Here

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level of attractiveness. The graph of the communicator image dimension in relation to attractiveness is presented in Figure 3. The line suggests a linear relationship. The better the communicator image score, the more

attractive the individual will be in problem solving triads.

Figure Three About Here

Dominant. The analysis of variance documents (F [2,69] = 5.11, $p < .01$) that the interpersonally attractive individual is perceived as dominant. The pairwise multiple comparison indicates that a significant difference exists between the high and low levels of attractiveness. The highly attractive individual is perceived to be as significantly more dominant (F [1,41] = 6.40, $p < .01$) than the individuals in the low strata for attractiveness.

The individual that has a high profile communicator style is highly dominant. Dominant individuals are more talkative and assertive. The dominant individual comes on strong, often dominating the discussion and often providing the direction in which the discussion will go. The dominant individual is socially interactive which would make for attractiveness. The table of means (Table 3) indicates that the mean dominant score for the highly attractive is more than double that for the low strata of attractiveness. The graph on dominant with attractiveness is presented in Figure 3. The graph suggests a curvilinear relationship. The mid attractiveness strata has the highest mean, suggesting that it is possible to be too dominant in terms of attractiveness. However, it is reasonable to speculate that if the dominant individual could accurately attribute the information in the response loop that he/she could manage the degree of talkativeness thereby controlling of the discussion and possible attributions about attractiveness. The essential point is that high profile style is interpersonally attractive.

Open. The analysis of variance documents (F [2,69] = 7.52, $p < .001$) that the interpersonally attractive individual is perceived as open. The pairwise multiple comparison indicates that a significant difference exists between the levels of attractiveness. The highly attractive individual is perceived as significantly more open (F [1,50] = 3.73, $p < .05$) than individuals in the middle strata

The individual with a high profile style is open. Open individuals are revealing of past experiences, emotions, and reactions. The mere fact that the individual is revealing, is attractive to other members of the triad. This finding is consistent with research documenting similarity of attitudes as the important variable because this similarity can only be discovered through the self disclosure process of human interaction. This research suggests that revealing behavior is an aspect of an individual's style, which is labeled in the CSM research as open. The table of means (Table 3) indicates that the mean open score for the highly attractive is almost triple that of the low level of attractiveness. The individuals in the low level of attractiveness are not open. The graph of the open dimension in relation to attractiveness, is presented in Figure 3. The line clearly suggests a linear relationship suggesting that the more open stylistically an individual is, the more attractive.

Impression Leaving. The analysis of variance documents (F [2,69] = 3.82, $p < .05$) that the interpersonally attractive individual is perceived as impression leaving. The pairwise multiple comparison indicates that a significant difference exists between the levels of attractiveness. The highly attractive individual is perceived as significantly more impression leaving (F [1,41] = 4.94, $p < .05$) than the individuals in the low strata for attractiveness.

The individual with a high profile style is impression leaving.

Impression leaving individuals are remembered because of their unique ability to linguistically encode ideas and the manner in which ideas and arguments are expressed or handled. The impression leaving dimension could be considered an individual's "cool." The impression leaving individual is "cool." The table of means (Table 3) indicates that the mean impression leaving score for the highly attractive, is about twice that of the low level of attractiveness. The middle strata has the highest mean score which suggests that individuals that are highly impression leaving are not as attractive. Negative points may be more striking then positive. The graph of the impression leaving dimension in relation to attractiveness is presented in Figure 3. The line suggests a curvilinear relationship. Impression leaving qualities may threaten other individuals, resulting in a lower attractiveness score for the high impression leaving individual in a problem solving group.

Contentious and Dramatic. These two dimensions which are indicative of the high profile style did not show a significant variance. Contentious individuals are not attractive in a task oriented group as the mean indicates in Table 3. The highly contentious individuals have the lowest mean score. The aspects of contentious that make for effectiveness, i.e., quick to challenge, argumentative, reluctant to drop an argument, are not attractive. Considering that open was not significant for effectiveness and that contentious is not significant for attractiveness, it is possible to conclude that individuals are looking at distinctly different traits in effectiveness and attractiveness.

The dramatic dimension is again not significant. An individual's dramatic qualities may have been inhibited in the discussion due to the task orientation or time.

Thus, in summarizing the results, attractivness is a function of an individual's communicator style. This functional relationship is multi-dimensional and appears to be linear, with the exceptions of dominant and impression leaving. The attractive individual is perceived to have a high profile style, exhibiting the style dimensions of communicator image, dominant, open, and impression leaving.

Sex Differences Stylistically

The third research hypothesis focused on sexual differences in effectiveness and attractiveness as a function of communicator style. The analysis of variance revealed no significant differences between means. The largest difference between means was two points, thus we can conclude that the statistical hypothesis (H_3=0) can not be rejected. It appears that individuals, regardless of sex, develop individually unique styles of communication.

Discussion

The focus of this research has been on the individual with a high profile style to determine if an individual's effectiveness and attractiveness is a function of the individual's style of communication. As previously noted, each individual develops his/her own unique style which influences the interactive process. Individual's develop this interactive style to maximize their optimum effectiveness and attractiveness in everyday work and social encounters. This research viewed an individual's communicative style in a problem solving triad. The subjects are stratified by the dominant dimension of the CSM and assigned (high, middle, low) to a triad. The subjects are asked to individually complete the "American Values" discussion stimulus. They are to note five objects which best represent or signify the values of the United States. The subjects then join the other members of the triad to mutually select five objects. The

results support the conclusion that an individual's effectiveness and attractiveness is a function of the individual's communicator style, suggesting that communicator style is of central focus when analyzing the dynamics of group behavior.

The triad is selected because the triad lends itself easily to empirical observation. The dynamics of group interaction present in larger groups are exhibited in the triad and are more easily observable. Specifically, the triad used to observe the three interactive styles, the high, middle, and low profile communicator.

Interpretation

The major concern of this research is to determine if effectiveness in a triad is a function of an individual's communicator style. The data indicates that effectiveness is a function of the individual's communicator style. The series of statistical tests support the reasoning that a significant difference exists between styles for four of the eight high profile dimensions of the Communicator Style Measure, encouraging the rejection of the statistical hypothesis H_1=0. In each of the four significant dimensions, contentious, impression leaving, dominant, and communicator image, the pairwise multiple comparisons indicate that a significant difference exists between communicator styles for the high and low effectiveness stratas. Therefore, effectiveness in a triad is a function of the high profile communicator style.

The effective individual is perceived to be contentious, i.e. argumentative and/or quarrelsome. It appears as if the stylistically contentious individual, in his or her willingness to argue either for or against a particular idea, communicates a willingness to interact with the members of the triad. Second, the effective individual is impression leaving, i.e., manner of speaking, phrasing of comments and arguments, and the

manner in which they focus attention on themselves is remembered. Third, the effective individual is perceived as dominant, i.e., talkative, outgoing, someone that takes charge. The effective individual talks more than other members of the triad. Fourth, the effective individual is perceived of as having a positive communicator image. This dimension refers to the confidence and ease with which the individual interacts. The effective individual has a good communicator image, making is easier to interact with strangers while the ineffective individual, lacking self-confidence in his ability to communicate, is more reticent.

Descriptively, it is concluded that the effective individual exhibits the high profile CSM stylistic dimensions of being highly contentious, impression leaving, dominant, and possessing of good communicator image.

The second major concern of this research project is determining if interpersonal attractiveness is a function of an individual's communicator style. The series of statistical tests indicate a significant difference for four of the eight high profile dimensions of the Communicator Style Measure, encouraging the rejection of the statistical hypothesis $H_2 = 0$. Interpersonal attractiveness is a function of the many dimensions of the high profile communicator style. In each of the four significant dimensions, communicator image, dominant, open, and impression leaving, the pairwise multiple comparisons indicate that a significant difference exists between communicator styles for the high and low attractiveness stratas. Therefore, interpersonal attractiveness is a function of a high profile communicator style.

First, the attractive individual is perceived as possessing the best communicator image, i.e., someone that is easy to talk with, self-assured, and confident. Second, the attractive individual is perceived as dominant, i.e., talkative. However, the graph of the mean is curvilinear, suggesting

that an individual that is too dominant is not as attractive. The multiple pairwise comparison indicates a greater difference between the middle and low strata than the high and low, supporting the conclusion that it is possible to be too dominant and to be perceived as highly attractive. Third, the attractive individual is seen as open, i.e., reveals information about oneself and freely expresses feelings and emotions. The data supports the assumption that the more open an individual is with others, the more attractive that individual is perceived. Fourth, the attractive individual is perceived to be impression leaving. The means when graphed, are curvilinear, suggesting that Blau's (1964, p.< 43) analysis may be correct. ". . . Impressive qualities make a person attractive in one sense and unattractive in another, because they raise fears of rejection and pose a status threat for the rest of the group."

Descriptively, it is concluded that the interpersonally attractive individual is exhibiting the high profile communicator style dimensions of communicator image, dominant, open, and impression leaving. Therefore, the attractive individual is easy to communicate with because of the individual's confidence and positive self-concept. This person is talkative, sometimes excessively so, friendly, outgoing, expressing freely emotional reactions in an impression leaving manner. The second principle concern of this research has been documented, interpersonal attractiveness is a function of an individual's communicator style. However, individuals that are extremely dominant, and impression leaving, are threatening to other members of the group, resulting in a lower attractiveness score.

Blau (1964) notes that in this competitive environment, "The more successful A is in impressing B and earning B's high regard, the more displeasure he causes to C, whose relative standing in the eyes of B has suffered."

The third research hypothesis asserted that there are no significant stylistic differences between males' and female's communicator styles in relation to effectiveness and attractiveness. The analysis of variance indicated no significant sytematic variances which could be attributed to sex, allowing the conclusion that there are no significant stylistic differences between men and women in relation to effectiveness and attractiveness.

In attempting to describe the effective and attractive individual it should be noted that they exhibit a high profile style. The evaluation by the other participants in the triad indicate that this individual exhibits a high profile style. The evaluation by the other participants in the triad indicate that this individual exhibited the following dimensions of communicator style. The dimensions common to both effectiveness and attractiveness in a task group situation.

The generalizations of this research are limited to new groups because the interacting sample is a sample of strangers. An individual's style of communication may alter among friends or become more stable among different groups of friends. A possible direction is to determine if a rather inactive (low CSM) communicator among strangers is more active when among friends. It is assumed that an individual has a repertoire of communicative styles which are utilized in different groups. Another possible direction is to determine if an individual's style shifts between groups supporting the dynamics of an individual's communicative behavior.

Conclusion

The purpose of this research is to discover the nature of paralinguistic and extralinguistic features of the communicative process. The results suggest that our nonverbal behavior plays a very important part in the perceptual process when forming attributions of effectiveness and interpersonal attractiveness. Thus it can be concluded that the style we develop as a child and young adult determines for us our potential effectiveness and attractiveness with others. Individuals that reflect the high profile of the CSM are more likely to have positive attributions made about them.

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Table 1

Table of Means Characterizing the
High Profile Style

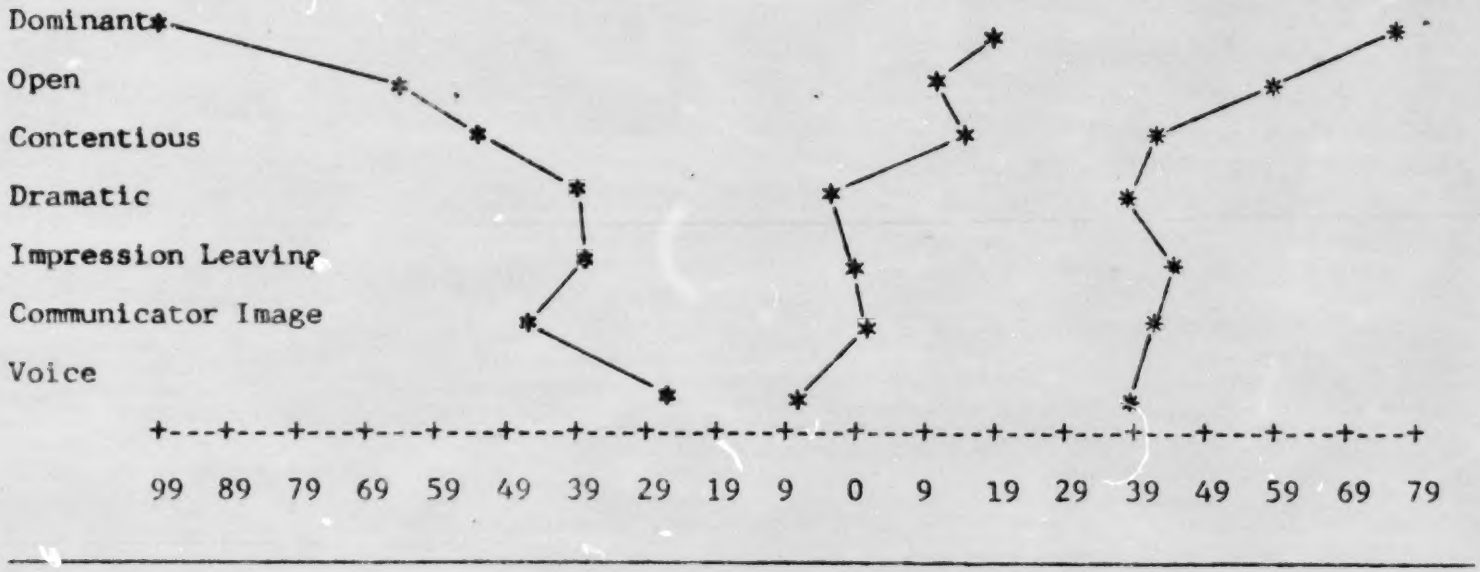
Dimensions of the Communicator Style	High Profile	Mid Profile	Low Profile
Dominant	1.65	2.59	3.14
Open	2.02	2.64	3.04
Contentious	1.80	2.37	2.61
Dramatic	2.10	2.36	2.76
Communicator Image	2.25	2.53	2.80
Impression Leaving	1.98	2.15	2.47
Voice	2.36	2.48	2.79

N = 72

Note. The lower mean score is an indication of less inhibition to communicate.

Figure 1

Profile Analysis of the Covariates of the
Dominant Components Characterizing the CS Profiles



* = High Profile Style
* = Mid Profile Style
* = Low Profile Style

Table 2

Table of CSM Dimension Means
for Effectiveness

Dimensions of the Communicator Style	High*	Mid**	Low***
Dominant	6.87	3.62	2.88
Contentious	5.68	3.52	2.80
Communicator image	4.87	4.14	2.85
Impression Leaving	4.25	3.57	2.51
Dramatic	4.18	3.04	3.00
Open	3.68	2.38	3.25

* n = 16
** n = 21
*** n = 35

Note. The lower mean score is an indication of less inhibition to communicate.

Figure 2

Graph of the CSM Dimensions
for Effectiveness

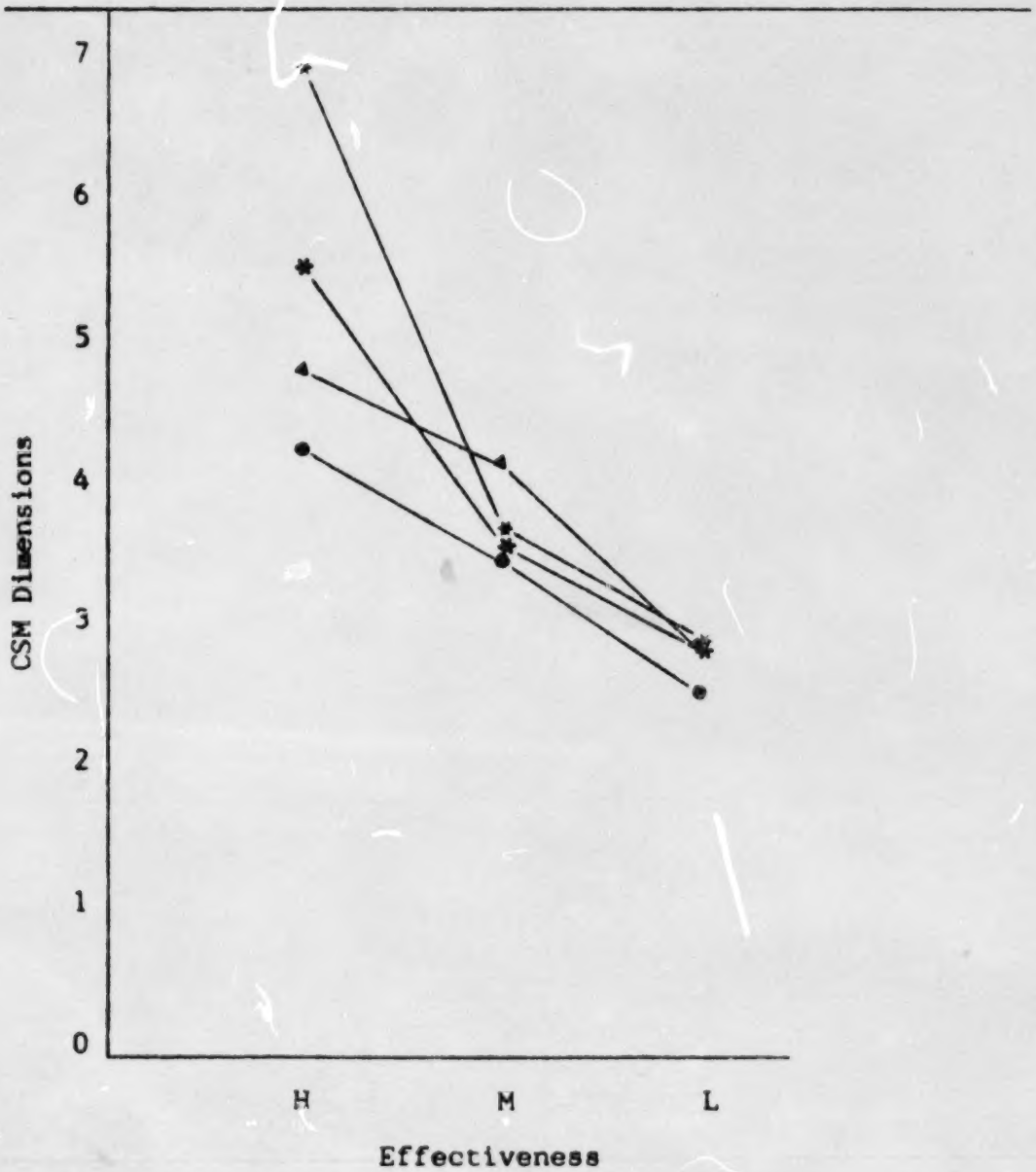


Table 3

Table of CSM Dimension Means
for Interpersonal Attractiveness

Dimensions of the Communicator Style	High*	Mid**	Low*
Open	4.52	3.16	1.57
Dominant	4.66	4.93	1.95
Communicator Image	4.57	3.96	2.38
Impression Leaving	3.61	3.73	2.04
Dramatic	3.28	4.00	2.23
Contentious	2.62	4.46	3.52

* n = 21
** n = 30

Note. The lower mean score is an indication of less inhibition to communicate.

Figure 3

Graph of the CSM Dimensions
for Interpersonal Attractiveness